

# MIAMI BEACH

OFFICE OF THE CITY MANAGER

NO. LTC# **497-2016**

LETTER TO COMMISSION

TO: Mayor Philip Levine and Members of the City Commission  
FROM: Jimmy L. Morales, City Manager  
DATE: November 16, 2016  
SUBJECT: Police Customer Service Survey



The Miami Beach Police Department is pleased to announce the launch of a new customer service survey designed to gauge the Department's effectiveness in serving the public. The survey, piloted earlier this fall for a trial period of 30 days, was successfully delivered to 510 respondents and yielded an 11% return rate. The respondents rated their experience with sworn and non-sworn members of the Miami Beach Police Department as overwhelming positive. Open-ended comments were informative and generally complimentary.

The survey focuses on the communication and exchange between citizens and police employees. This is helpful to understand how the Department is meeting the needs of our community. More importantly, the survey serves as an opportunity to proactively reach out to residents and visitors, build relationships, and track the level engagement. Ultimately, the survey becomes another tool to increase communication and build trust between police and citizens. This is a critical component in business today and is specifically outlined as a recommendation in the President's Task Force on 21<sup>st</sup> Century Policing.

The revised survey is expected to formally launch in the coming weeks. If you would like to preview or take the survey, you may access it at the following link:

<https://www.snapsurveys.com/wh/s.asp?k=147327629310>

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JLM/DJO/wrg